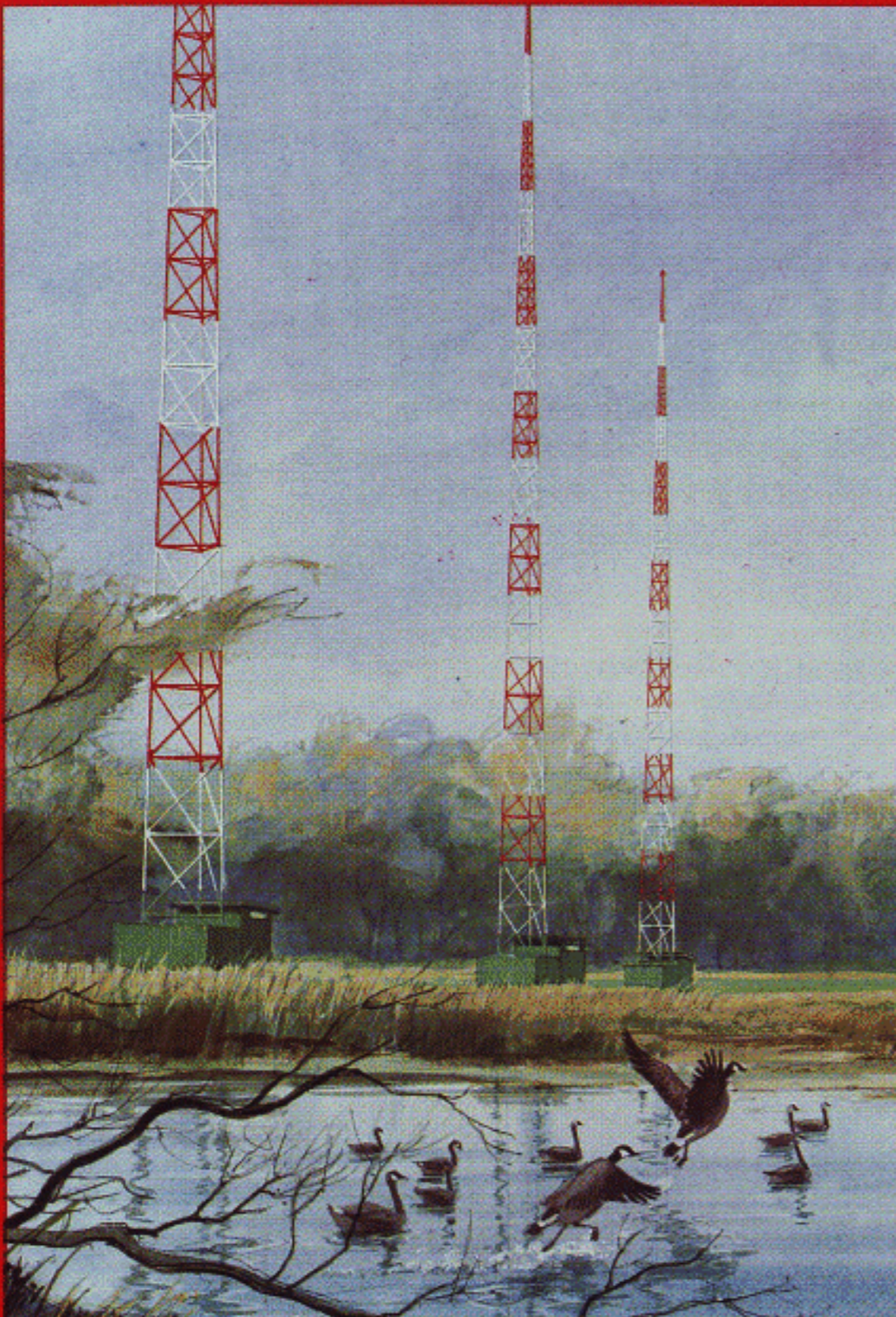


# BROADCAST + TECHNOLOGY

FEBRUARY 1988 — VOLUME 13, NUMBER 5



**CJCL WINS CAB ENGINEERING AWARD**



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Jacque's 'Ad Lib!'

Phil Stone's 'Broadcast Beat'

Howard Christensen

and

An Interview with Ross McCreath

by Phil Stone



## stations in the news

### TALK SHOW PUTS CJRN IN COURT

The owners of CJRN Niagara Falls will appear in Ontario Provincial Court April 13 on a private complaint that it broadcast comments offensive to native people. The charge, filed under the Federal Broadcast Act, relates to comments made by CJRN morning talk show host John Michael last March and April. Michael was censured in September by the CRTC for racially offensive on-air comments, but the federal broadcast regulator levied no penalties. The station and Michael apologized on-air for his comments.

### COMMUNITY FM ORDERED OFF AIR

A Québec community FM station was ordered off the air when its licence expired Dec. 31 after repeatedly violating its licence conditions. The CRTC said that CFOU-FM Ste-Thérèse had repeatedly deviated from its commitments, promise of performance and conditions of licence, leaving the commission with no choice. The station, located just north of Montréal, had closed for eight months in 1987 because of financial troubles. CFOU representatives had admitted at an earlier CRTC hearing that the station had strayed from the required format.

CRTC Chairman André Bureau has warned that the commission will get tough with radio stations that persistently break regulations.

Earlier the CRTC had approved the application for a licence for an English-language community station at Saint-Augustin, 100 watts ERP on 93.5 MHz. It will have a predominantly talk format.

### VICTORIA FM DISPUTE AVERTED

Possibility of a battle between the CBC and a newly-licensed Victoria FM station has been averted. Prior to going on-air, CKKQ-FM Victoria applied to the CRTC for a frequency change from 100.3 MHz to 92.1 MHz, as well as for a change of transmitter site and a reduction in power. CKKQ-FM had sought the changes before it signed-on because of interference difficulties caused by the location of the planned transmitter site. It turned out, however, that the CBC had applied in 1983 to use the same frequency and transmitter site, but dropped its plan because of budget restraints. The disagreement was settled when CKKQ-FM withdrew its request for a frequency change in order that the CBC could continue its plans to apply for an FM licence at Victoria. The CRTC then approved CKKQ-FM's request for a power reduction and change in transmitter site.

### BROADCAST TECHNOLOGY

### SOO TV STAYS LOCALLY OWNED

The CRTC has approved a stock transfer that will ensure local ownership of Huron Broadcasting Limited of Sault Ste. Marie, Ont., licensee of CJIC-TV and CHBX-TV Sault Ste. Marie. The plan provides for 30.3 per cent of the common voting stock held by nine minority shareholders to be purchased by a company controlled by the Hollingsworth family, who already hold 50 per cent of Huron's shares. The remainder of the Huron common voting shares will continue to be held by four local shareholders. The stock transfer plan resulted after a bid by an outside company to purchase the shares.

### CRTC APPROVALS:

- **CKCV Quebec City**—renewed to August 31, 1993; the CRTC ruled that CKCV was in compliance with Canadian content and French-language vocal requirements and would no longer be required to submit weekly reports.
- **VOCM-FM St. John's**—for an FM radio rebroadcaster at Clarendville, Nfld.
- **Mountain FM Radio Limited** of British Columbia for a change of frequency and power increase at **CISQ-FM Squamish**, and power increases at **CIEG-FM Egmont**, **CISP-FM Pemberton**, **CIPN-FM Pender Harbour**, **CISE-FM Sechelt**, and **CISW-FM Whistler**.
- **CIPA-TV Prince Albert, SK**—increase in ERP from 27 to 145 kw.
- **CHEX Peterborough, ON**—increase in night-time power from 5,000 to 7,500 watts at a new transmitter site.
- **CHSJ Saint John, NB**—relocation of transmitter site to Seaview, NB, enabling CHSJ to implement 700 kHz frequency previously authorized.
- **CIKI-FM Rimouski, PQ**—decrease in power from 58,700 to 41,300 watts, with change of frequency from 104.5 MHz to 98.7 MHz at a new transmitter site.
- **CILQ-FM Toronto**—for use of SCMO channel to distribute a financial information service.

### NEW ADDRESS FOR CRTC

The Vancouver office of the CRTC has moved to 800 Burrard Street, Suite 1500, P.O. Box 1580, Vancouver, BC, V6Z 2G7. The telephone number remains 666-2111.

### CRTC DENIALS:

- An application for a low power FM at Ile à la Crosse, SK, has been rejected by the CRTC. Rodney Bélanger proposed to broadcast eight hours of native programs per day. However the plan was opposed by Sakitowak Broadcasting Society Inc., which said it was already in the process of setting up FM facilities and applying for a licence for the Cree community of 1200. The CRTC criticized the Bélanger plan for 'ambiguous ownership' and lack of solid financing.
- Rebroadcasting of CKAC Montréal by six stations in Québec during evening hours has been turned down by the CRTC. Radio La Pocatière Ltée and Radio CJFP Ltée claimed they could not afford to produce local programming which would compete with Québec City radio stations. However, the CRTC said that the question would require a comprehensive review of the availability of local programming in these markets.

### OWNERSHIP BIDS ON CRTC AGENDA

Broadcast industry executives and analysts will be paying close attention to decisions by the CRTC from applications presented at hearings in Hull, Que., January 26, and in Toronto, Saskatoon and Edmonton in February. Among the applications scheduled:

- A bid by Baton Broadcasting Inc. of Toronto to acquire CJOH-TV Ottawa from Standard Broadcasting Corp. Ltd., also of Toronto. Baton, owner of CFTO-TV Toronto and CTV affiliates in Saskatchewan, is the largest partner in the CTV network.
- Approval of the sale of Sunwapta Broadcasting Ltd., licensee of CFRN, CKXM-FM and CFRN-TV Edmonton, to CAP Communications, licensee of CKKW, CFCA-FM and CKCO-TV Kitchener.
- A proposal to exchange frequencies between CKO-FM (99.1 MHz) and CKEY (590 kHz) in Toronto. (The commission, for administrative reasons, earlier renewed the licences of CKO stations across Canada for an additional seven months, to October 31, 1988.)
- Transfer of CJLB Thunder Bay, ON, to NewCap Broadcasting Ltd. of Dartmouth.
- Transfer of CKSL/CIQM-FM London, ON, to Telemedia Communications. →

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**SIX APPLICATIONS FOR TORONTO-HAMILTON FM FREQUENCIES**

Four bids for 96.3 MHz, allocated to Hamilton under the FM Broadcasting Plan, will be considered by the CRTC.

- **CING-FM Burlington** proposes moving from 107.9 MHz, with a new transmitter site;
- **James A. Skarratt**, representing a company to be incorporated, seeks a 3 kw FM station for Hamilton—it would have a pop/hard rock format;
- The owners of classical music station **CFMX-FM Cobourg**, ON, propose a Mississauga rebroadcaster of CFMX-FM, 19.1 kw;
- And **CJMR Mississauga**, which operates daytime-only, has applied for a country-music FM, 3 kw. If the FM is approved, 40% ownership of the AM-FM combo in Mississauga would be acquired by LeBlanc & Royle Enterprises Ltd. of Oakville, with CHWO Radio of Oakville retaining 60% ownership.

There are two applications for the 92.5 MHz FM frequency in Toronto:

- **CIRC Radio Inc.** proposes to move **CIRV-FM** from 88.7 MHz; and
- **J. Robert Wood**, on behalf of a company to be incorporated, has applied for a soft rock FM operation. The Wood application is predicated on the use of 92.5 MHz and deletion of 92.1 MHz Oshawa from the FM Allotment Plan.

**CKNX BRINGS HOME THE BACON**



*What would you do for two airplane tickets to anywhere in the world? Christine Bacon (no kidding!), left, said she would mudwrestle a pig. The Bacon vs. bacon match, refereed by Derek Botten, centre, morning man/PD at CKNX Wingham, ON, was a huge success, and Christine will be jetting off to Switzerland.*

**PIONEER STATION CFCF FOR SALE**

Canada's oldest radio station is for sale. Chairman Jean Pouliot of CFCF Inc. says the Montreal company expects to sell both CFCF and CFQR-FM because it wants to concentrate on developing its expanding cable television and TV broadcasting and production businesses. He would not estimate the value of the stations. CFCF was Canada's first commercial AM station.

**APPLICATIONS:**

- More than 70 proposals for community cable operations — over 60 in Alberta and Saskatchewan alone, will be heard by the CRTC in January and February. Northern Cablevision is the leading applicant, with bids to operate at an additional 20 sites in Alberta.
- The CRTC has issued a call for applications for FM service to Thetford Mines, Victoriaville, Lac Megantic and surrounding areas in Québec. January 4 was the deadline for formal applications.
- **CKGL-FM Kitchener**, ON, has applied for a power increase from 24,000 to 100,000 watts.
- **Western International Communications Ltd.** seeks permission to increase to 51.36 per cent its holdings, either directly or indirectly, of the common voting shares of Canadian Satellite Communications Inc.
- **Canwest Broadcasting** of Winnipeg has applied to acquire shares in Western Approaches Limited, licensee of CKVU-TV Vancouver, from Allarcom Limited of Edmonton.

**Other stations in the news...**

- **CJEZ-FM Toronto** reports that its 9-day *Dream Auction* raised over \$275,000 for the Toronto Symphony Orchestra.
- The Calgary and Edmonton TV stations planned by **Access Alberta**, delayed by budget problems, are now expected to be in operation by July 15/88.
- **Radio York** at York University is now operating on the FM band. CHRY broadcasts from 7am to 2am on 105.5 MHz with a power of 50 watts. Its wide-ranging schedule includes play-by-play of inter-college sports events.

**NEW COMMERCIAL SHORTWAVE STATION ON-AIR IN U.S.**

A powerful new commercial shortwave station, KUSW Worldwide, has begun operations in Salt Lake City, Utah. It has an ERP of 2.5 million watts, equalling that of WRNO New Orleans, which went on the air about five years ago. Beamed east, its primary coverage area includes 350 million people in North America, as well as a potential audience in Europe and parts of Africa.

Ralph Carlson, president of Carlson Communications, says that KUSW will broadcast in English—mostly music, plus news, weather and public affairs, "all with an international flavor." Programming hours are 11am to 11pm, Mountain Time.

Carlson notes that new shortwave receivers are more affordable and easier to use, and that receiver sales are reported to be up 50% over 1986.

Commercials on KUSW, which is represented in Canada by All-Canada, range from \$40 to \$100 US.

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## Howard Christensen's column:

### 'Good Humor Makes Most Things Tolerable...'



#### People & Stations...

Congratulations to **Linda Benoit** on being named general manager of CFJR Brockville. Linda's experience with the Eastern Ontario market will stand her in good stead as she faces the challenge of operating CFJR while preparing to get a new FM'er on the air there... K-100 Saint John ND **Jim Goldrich** says he's glad to be back in town after seven years at St. John's CJYQ. Jim says all the relatives missed him while he was on 'the rock'... **Keith Pittman** is new ND at CJYQ... CHNS and CHFX-FM Halifax are moving from their long-time Tobin Street stand later this year... Last year, you'll recall, I mentioned CFCF Montréal ND **Frank McCormick** having taken me to a pizza (!!!) joint, of all things—in Montréal yet—for lunch. This year it was spaghetti... CFDR Dartmouth GM **Pat Kiely** says his station has shaken up the Halifax/Dartmouth market by going to Rock. Pat says CFDR is a parallel to Toronto's CFTR. PD is ex-CHUM'er

**Rick Hallson**... CHTN Charlottetown has changed frequencies, from 1190 to 720, virtually trebling their coverage area. They now reach all of P.E.I., a chunk of Nova Scotia—from Port Hawkesbury to Kentville—and well into New Brunswick.

#### Feet and Faces Tripped Over at the Toronto B.E.S. Christmas Luncheon...

The Broadcast Executives Society should do something about getting a better turnout for these shindigs. Why, there probably weren't any more than 1,600 people there; most of them a sullen lot. You would be, too. Imagine. Hardly any drinking. No carousing to speak of. No lying. No flirting. No gawking at all the gorgeous women. And no carrying on at The Long Bar afterwards. It was darn depressing. (Ed. note: *Sure it was, Howard.*)

Folks I saw but didn't get a chance to speak with include CFPL London GM **Bill Brady**... CJEZ-FM Toronto sales manager **Ross Dann**... Alexander, Pearson, Dawson sales rep **Ken Lydford**... CJOH-TV Ottawa GM **Bryn Mathews**... **Chuck McCoy**... CKCO-TV Kitchener's **Bob McKeown**... Rogers Cable VP **Kevin Shea**... CFMT-TV Toronto's **Leslie Sole**... Seltech's **Bob Trimbee**... and CFTR Toronto's **Tony Viner** (Funny how I didn't talk to them in alphabetical order).

CJEZ-FM GM **Jay Jackson** was wearing a neck brace after being side-swiped by a hit and run driver the day before... All-Canada's **John Gorman** arrived in my cab... **Dennis Horlick** was good enough to show up; he rarely gets to broadcaster functions any more... RBC's **Terri Fedoruk** was one of the gorgeous women I spent considerable time gawking at... Somebody connived a ticket for CJKL GM **Pat O'Connor** (nice to see you without your galoshes, Pat)... Redmond Broadcasting chief poo-bah **Bob Redmond** was good enough to loan me his pen. I had to sign a lease agreement and promise to spell his name right... CKO network PD **Jim Connell**, who's back in Toronto after a long stint in Montréal, showed up... as did Newsradio GM **Rob Whitehead**... CHOW Welland president **Gord Burnett** says times are tough and, "oh by the way, I just bought a condo in Toronto for my daughter."

CHIN Toronto's **Carl Redhead** and **Trevor Joice** were at a neighboring table (you guys have got to learn to keep the racket down)... CFTR Toronto promotion whiz **Larry Fedoruk** was prowling the halls... CKFM Toronto GM **Gary Slight** brought along morningman **Ted Woloshyn** to M.C. the festivities... Two great Toronto announcers, **Carl Banas** and **Jay Nelson** (both at EZ 97), dear and personal friends, asked, "So, what are you doing for a living now?"... Golden West's **Elmer Hildebrand** was good enough to give me a quarter for holding the door... CKCY Sault Ste. Marie president **Paul Fockler**, regardless of what's happening, always looks like he's just stepped out of the pages of *Gentleman's Quarterly*.

**Farouk Muhammed** from CFMT-TV Toronto says the Saturday night Italian semi-erotic movie now gets great audiences from non-Italians... **John Mackey**, whose name will never ap-

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pear in this column, came all the way to Toronto from his GM duties at CJLB Thunder Bay... BCTV president **Don Smith** was there, too... Tapscan's **Lannie Atkins** was delectable, taking absolutely no offence when I caught her in an aisle and danced her to *Stand By Me* being performed by the Double Blues Band (did you, Lannie?)... **Joe Mulvihill** was his usual dashing self... as was CHUM's **Duff Roman**... CJBK London's **Jim Boyle** wasn't talking to me... **Mike Hanson** and a crowd of folks from BBM were floating around... CHEZ-FM Ottawa president **Harvey Glatt**, who appears a tad forboding, is actually a prince... **Irv Skinner**, from Major Market Broadcasters, is still incurably tall as his boss, **Larry Lamb**.

CKSL/CIQM-FM GM **Gord Hume** looked senatorial... CFMT-TV Toronto retail sales manager **Ed Lelievre** and his left-handed, right-hand man, **Ted Brock** were spreading their sunshine (well, that's a more polite term!)... A guy claiming to be Rogers Broadcasting president and CAB chairman **Jim Sward** was there, too, although I didn't recognize him without that old leather carry-all usually clenched in his left hand... CFGM sales rep **Nancy Brown**, another knockout, wanted me to know that she'd once worked with my boss, Broadcast News GM **John Rea**, at CJBK London (Big deal, Nancy!)... CHYM Kitchener's **Jim Webb** was muttering something about only having a \$1,000 credit card limit... CKKW/CFCA-FM Kitchener sales manager **Neil Aitchison** said some kind things about BT and the Loney's (lighten up, Neil. It goes to their heads!)... TBS's **Don Pagnutti** got totally carried away; a real party animal. He's not used to afternoon 'office-withdrawl'... And, of course, the BN folks were out in force: **John Rea** (that's two mentions, John), **Andre Prefontaine**, **Moira Rosser**, **Colin Mathieson**, **Rina Steurman** and **Ailsa Muirhead**.

### Marketing...

Who is your customer? Potentially, he/she is anyone making contact with anyone employed at your station, rep house, association or company. To enhance customer service (read: sales), concentrate efforts in three areas:

- 1) Customers are people who buy from you (past and present)
- 2) Customers are people who have expressed some interest in buying from you (a 'prospect' or potential buyer)
- 3) Customers are people who may not have a want or need *today* for your organization, products or services, but sometime could approach your organization, or be approached by your representative.

Many overlook the third point because we see no *perceived* benefit in applying our usual marketing, sales or customer service skills. This is the one type not readily identifiable. So, what to do?

Consider these three basics and the scope/size of your customer base is appreciably broadened. There's one other factor to keep in mind. Even if a person your company treats poorly is never going to be a customer, he/she may be an *influencer* on a buyer or customer.

*Recognizing* the potential buying power of every individual is a beginning. *Recognizing* that many people buy on emotion or 'gut instinct' is the logical second step. And *recognizing* you don't have a monopoly is the third.

So, back to the original question: Who are your customers?

They are anyone and everyone. Possibly the next job applicant. Possibly the mailman or courier. Possibly a supplier trying to

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get your business, plus, of course, all those people you perceive to be current customers. Too often, customer liaison is focused only on the 'front line' people. Your senior executive, who may never deal with outside customers, can do as much good (and as much damage) as the person answering the switchboard.

#### Key Concepts:

- 1) The customer base is likely bigger than you think.
- 2) Based on the way they're treated, people act emotionally.
- 3) People influence their network of contacts, to your benefit or detriment.
- 4) Your people should treat anyone outside the company as a potential customer.
- 5) Professionalism in business is not expensive. It's simply an attitude.
- 6) Treat others the way you want to be treated.
- 7) To train 'attitude,' we should begin by educating our staff in one key area—who is, or could be, the customer.

A big welcome to CFCF & CFQR-FM Montréal, CFOS Owen Sound, CFPS Port Elgin, CFCW Camrose, K-Lite Edmonton and CJC/CJPE-FM Sydney to the BN Audio system.

#### Quickies...

If the earth doesn't move for you when you read this section, check with CKRW Whitehorse GM **Glen Darling**. Glen said he was just nicely into last issue's Quickies when the whole building shook. Turns out to have been an earthquake measuring 7.5... **Bill Parker** is the new ND at CFGO Ottawa, arriving from CFR Calgary. Into CFR from CJGX Yorkton is **Doug Blackie**... **Steve Anthony**, the MuchMusic VJ, is CFNY-FM Brampton's new morning man, replacing **Pete Griffin**... Good to see CKGM Mon-

tréal's ND **Bill Roberts**, GM **Lee Hambleton** and traffic reporter **Mary Ann Carpentier**... It was nice of CFOK Westlock GM **Len Novak** to drop by to tour BN's Toronto facilities... CKEG Nanaimo has some new faces: **Sue Bird** is traffic manager; **Kathy Baan** is community relations director; and—new at mid-days—is **Bob Linn** from CHRB High River... **Howard Gross**, ex of Seltech, is now VP, Radio Syndication at Standard Broadcasting... CHTN Charlottetown's new PD is **Paul Alan**, late of CKCW Moncton... Former CFRB Toronto ND **Don Johnston** looks a happy man these days. Don is part-timing at CTV National News and doing freelance work... CFTR Toronto morningman **Tom Rivers**, always poking fun at feature newscaster **Dick Smyth**, says *Mein Kampf* was originally published in 1914, entitled *Here's How Things Look to Adolph Smyth This Morning*.

The Press Boners of 1986 was a big hit last year. Here's the best of the 1987 lot:

'The parking in Wellington at the moment is ridiculous with unsuspecting mums coming into town and being towed away.'—*Post*, Wellington, New Zealand... 'Mrs. Seaga was also a vision of loveliness in a black and gold one-shoulder creation which fell to the floor.'—*Gleaner*, Jamaica... 'Jelly babies depicting the Holy Family on sale in West Germany have been described by the country's Catholic bishops as 'tasteless'.'—*Catholic Herald*, England... 'TOWNSHIPS WILL MEET OVER SEWER'—Hanover (Pa.) *Sun*...

'In our opinion, we would like to ask the Ministry of Education to maintain its regulation that any girl who either partially or totally gets pregnant be sent home for good.'—*Sunday News*, Tanzania... 'During the search, members of the reserve prepared a sacred hut and brought in a medicine man from Ontario who called on spirits to help find Mrs. Grisdale. They also held a bingo

# F A R - R E

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The MC 737's tight, highly directional lobe pattern and longer barrel provide the longest reach and highest sensitivity when isolating sources

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session and raised \$200.'—*Globe & Mail*, Toronto... 'We have been informed that there was a typographical error in the notice announcing the 26 February meeting of Forum, the public speaking group of the Australian Institute of Management. The topic, "Being a tease," should have read, "Being at ease."—*Age*, Melbourne, Australia... 'For every time you go to a movie, you walk away 10 times feeling you've just wasted your money.'—*Denver Post*... 'CAPITAL PUNISHMENT NOT CONSISTENT WITH FORGIVENESS'—*Olympia* (Wash.) *Olympian*... 'Dr. Cutting said they had removed three bullets from Mrs. Murra—one from each leg.'—*Scotsman*... 'RESEARCHER SAYS NAZI GUARD WAS A GERMAN'—*Canberra Times*... 'Allah's forgiveness and mercy are needed in all situations and after every error.'—*Arab News*... 'As the forecaster is off the island, there will be no weather this weekend.'—*Chronicle*, Northeastern Caribbean... 'PATIENT TOASTS NEW ORGANS'—*Burnie Advocate*, Tasmania... 'Richmonds all-time hottest July day was Aug. 6, 1918, Linton said as the mercury climbed to 107.'—*Richmond* (Va.) *Times-Dispatch*... 'Debbie is 27 and says she still has her 24-34-24 Miss Great Britain figure and doesn't want motherhood just yet.'—*Liverpool Echo*, England... 'CAN SEX ONCE A WEEK HELP FEMALE INFERTILITY?'—*Southfield* (Mich.) *Northwest Newsday*... 'The man CID are seeking is described as being male.'—*Aberdeen Press and Journal*, Scotland... 'Police in Broken Hill have charged a man with stealing a vinyl jacket from a German sheppard pup. The dog, which was tethered outside a hotel on Saturday night, was left wearing only a T-shirt.'—*Herald*, Sydney, Australia... 'Elsas and other researchers say they believe that aspartame can do more damage over a long period of time than federal health officials.'—*Allentown* (Pa.) *Morning Call*... 'Both are 63 and both volunteered in 1944 to be kamikaze pilots. They learned to fly but the war ended before they could make an impact.'—*Mercury*, Australia...

### News Handling...

In casualty stories, try to avoid the old-fashioned formula lead that puts the number of people killed or hurt ahead of the event that caused the deaths or injuries. Avoid; Three men suffered minor injuries when their plane crashed into the bush yesterday after striking hydro lines.

Instead, try; A float plane hit hydro lines after takeoff, flipped and crashed upside down in the bush last night. The three men aboard escaped with minor injuries.

By putting what is different about the story first, we lift the lead out of the humdrum. The sequence (cause followed by effect) is usually easier for the reader to grasp than the other (effect followed by cause).

### Kicker...

There's a movie out which, while entitled *Broadcast News*, I'm sure has no relationship whatsoever to what some reviewers are saying about Canada's national news, sports and programming service to broadcasters. "A lot of heart, soul and smarts!"—*Toronto Sun*; "Actors at Broadcast News are obviously fantastic!"—*Globe & Mail*; "High energy levels... All the performers are tops!"—*Time Magazine*; "The best"—*People Magazine*.

Let me know what's going on at your place... who got promoted, who left, who bloopered, who arrived, interesting promotions, unique programming. Send it to me c/o Broadcast News Ltd., 36 King Street East, Toronto, Ont. M5C 2L9.

# A C H I N G



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# CJCL WINS CAB AWARD FOR TRANSMITTER REBUILD

The 1987 Canadian Association of Broadcasters' Engineering Achievement Award was presented to Gary Hooper, regional technical director of Telemedia Communications Inc., Telemedia and CJCL for the rebuild of the Toronto radio station's transmitter site. Following is an edited reprint of the CJCL submission to the CAB prepared by Gary Hooper and Doug Ackhurst, CJCL vice-president and general manager.

## THE CHALLENGE

The challenges facing the CJCL engineering staff were varied—how to rebuild the transmitter site while maintaining on-air service; how to satisfy various environmental and wildlife groups; and how to improve coverage on the sensitive 1430 AM frequency while accommodating another station's adjacent new transmitter site.

In 1951 the late Foster Hewitt had leased a transmitter site from the City of Toronto on Center Island off the Toronto Harbour and CKFH went on the air with 1,000 watts. In 1959 CKFH increased power to 10,000 watts. Ten years later the station again increased power—to 50,000 watts—but the array proved to be poorly designed and installed.

Over the years the City of Toronto developed the Island parklands and the transmitter site was designated a 'wildlife and botanical sanctuary'. Technical problems at the CKFH transmitter site became an industry legend.

Telemedia purchased CKFH from Foster Hewitt in 1981 and changed the



THE MUSIC OF YOUR LIFE

station's call letters to CJCL. The transmitter site that Telemedia purchased was in disrepair and overgrown. Maintenance had not been conducted at the site because naturalists had decreed the site an environmentally sensitive area. This became a political issue with the City of Toronto and environmentalists, putting CJCL in a delicate position.

## ENVIRONMENTAL CONCERNS

How to improve transmitter operation without offending environmentalists was a major engineering challenge facing the CJCL team. The known technical solution was not possible, in that insufficient land was available to accommodate the six towers and supporting guy wires. It was then the idea to use unguyed towers in the multi-tower array was approached.

The absence of guy wires was attractive to naturalists as they cited bird strikes on guy wires as a past problem. Technically, free-standing towers would fit on CJCL's non-expandable real estate.

In 1982 Gary Hooper, chief of engineering at Telemedia Ontario, began delicate negotiations with the City of Toronto. The DOC was very unhappy because the station was licensed as a DA 2 with separate patterns, but due to technical construction problems the patterns had never been implemented.

Hooper also met frequently with the Botany Department of the University of Toronto and Toronto field naturalists, who did not want the site touched. They wanted CJCL to move sites completely.

The mis-directed transmitter energy at the site was causing more rapid growth of plants, which made the 'growth problem' worse. At this stage an environmental consultant was hired.

Dr. Cam Kitchen and his staff from ECOPLANS in Kitchener, Ont., were engaged and, under the direction of Gary Hooper, they worked with Elder Engineering and proposed:

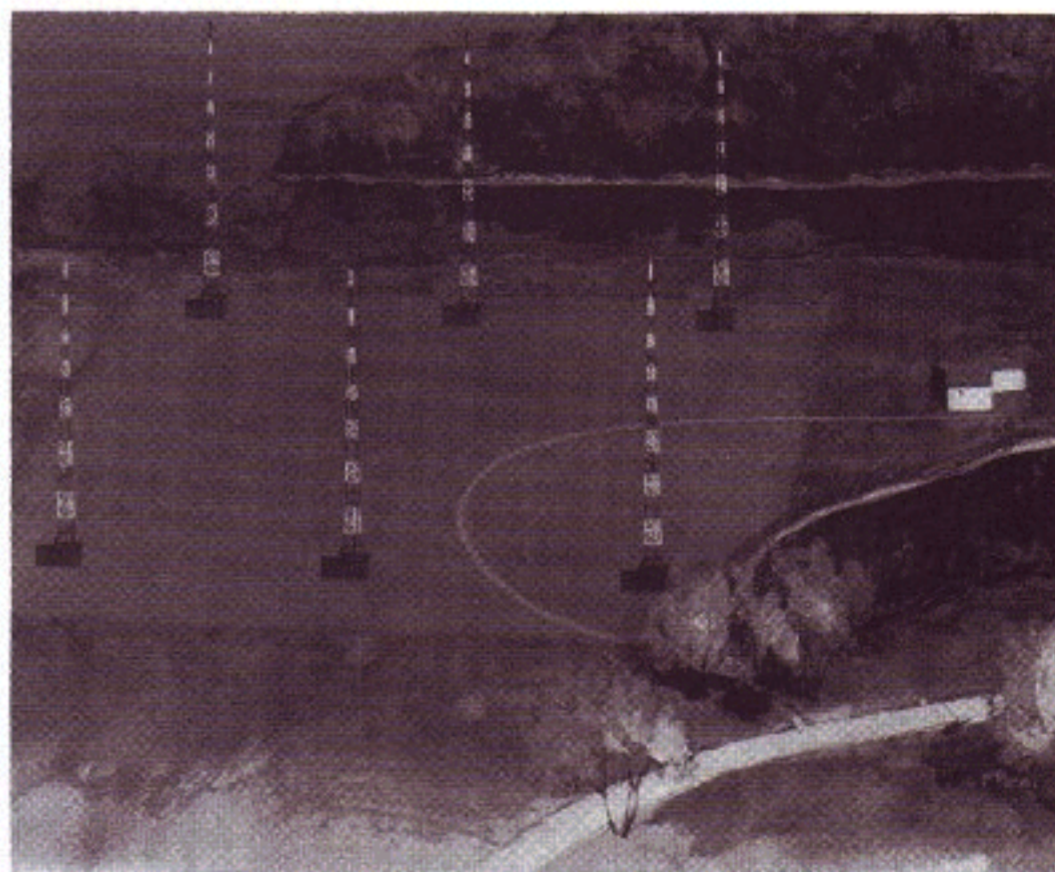
a) installation of a complete new ground system.

b) installation of six new 'self-supporting' towers which would improve the CJCL signal and provide less of a hazard for birdlife in the sanctuary (no guy cables).

c) ecologists would be on site during the total construction period, and rare plant species would be transplanted before construction and replanted when construction was finished.



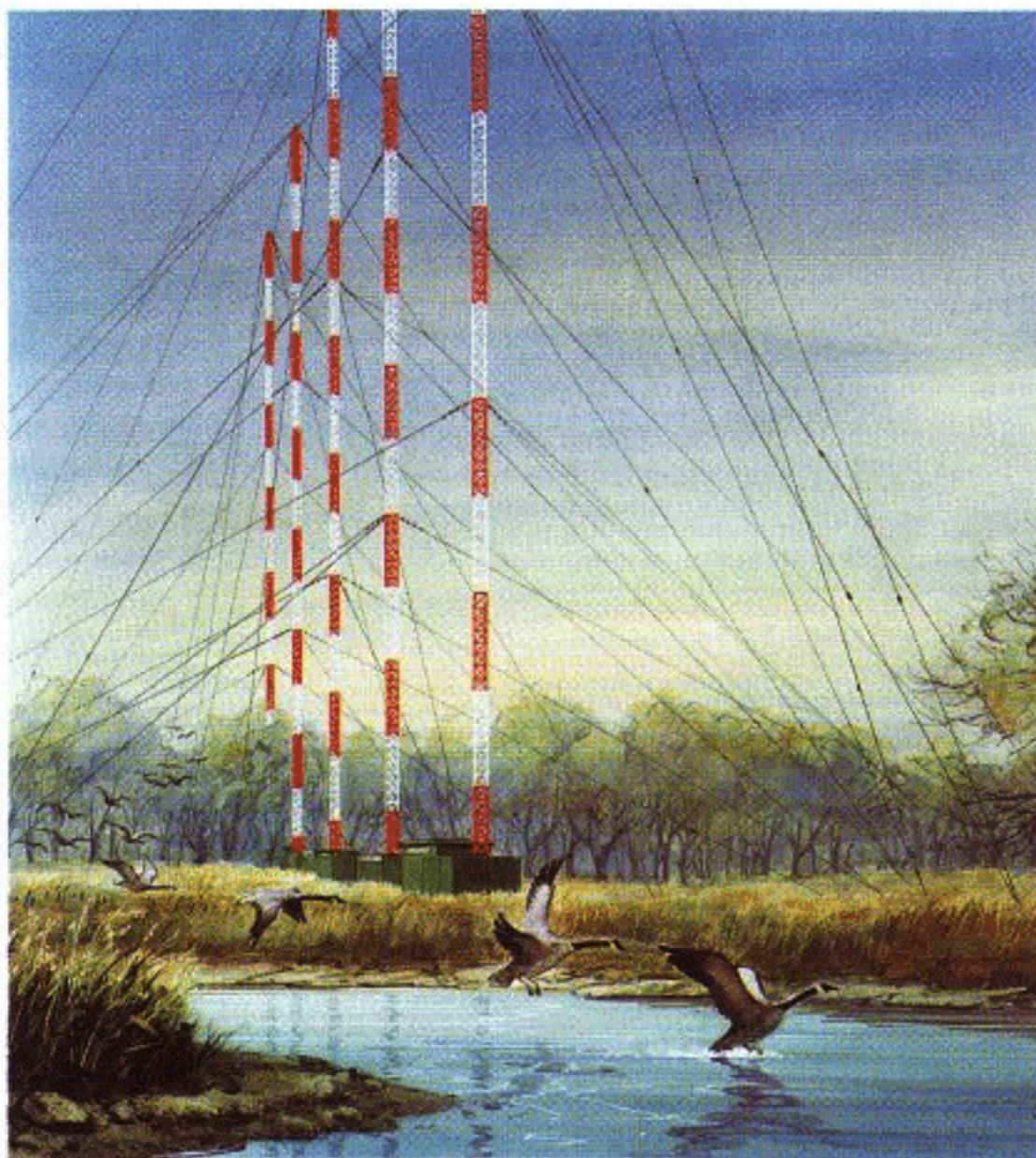
Telemedia's Gary Hooper, right, accepts CAB Gold Ribbon Engineering Award while CJCL Chief Engineer Wally Lennox, left, looks on.



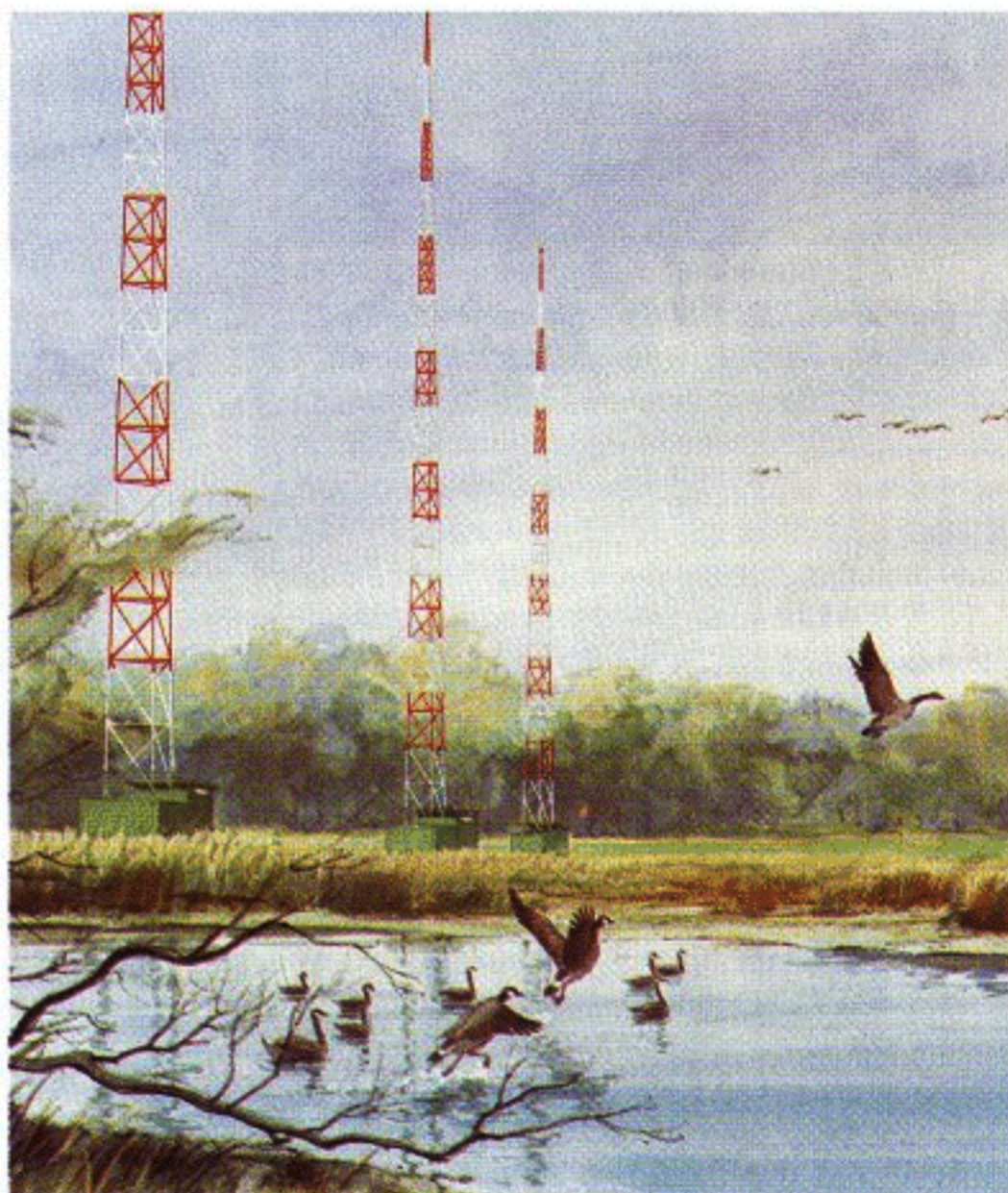
Artist's rendition of new tower site with the six unguyed towers. Environmental concerns were foremost in site design and construction.



## Project Employed Unique Methods To Overcome Environmental Concerns



*CJCL Site Before...*



*...And After Rebuild*

The net effect of revamping the transmitter facility would be improved coverage in the core area of the City of Toronto and increased coverage to the north. We estimate the added coverage would reach an additional potential population of 1.8 million people.

Permission was received from all parties concerned in April of 1985 and the delicate construction began. Not much work was completed that summer due to growing cycles of the plants, many could not be moved until the fall portion of their cycles.

In the spring of 1986 work began in earnest but, unlike most transmitter projects where heavy equipment is used, all work on the site had to be done by hand to avoid damage to site plants.

### **STAYING ON AIR**

Another key construction problem was how to rebuild the transmitter site while staying on the air.

Causeways were constructed to support a multi-ton pile driver so that rare plant species would not be damaged. The base material on the site is sand and at lake level water was a major problem.

As the new ground system was installed, by hand over much of the site, provi-

sion had to be made to permit the old in-line arrays ground system to remain intact. This proved to be a tricky proposition in that the six new towers would completely surround the old array. The six new towers could not be erected until the old array was off the air due to electrical inter-action.

On the appointed day one new tower was erected and CJCL broadcast omnidirectional at reduced power. For two days during this time the remaining five towers were erected and directional broadcasting was in place at half power. Adjustments were made and the CJCL signal continued to improve. There was no lost air time.

### **ACCOMMODATION OF CHIN**

In 1984 Toronto's CHIN Radio announced it had received permission from the CRTC and DOC to build a new transmitter site on Toronto's Center Island, adjacent to the CJCL site. This would enable CHIN to broadcast 24 hours a day. The station had no botanical environmental problems as their construction was on top of the city's filtration plant, which was covered with a lawn.

Much negotiation proceeded between CJCL and CHIN to accommodate opera-

tion on these two sites side-by-side and operating close in frequency—CJCL at 1430 and CHIN at 1540. CJCL agreed to accommodate extensive filters in our tuning equipment design.

To add to the complexities of this entire operation one must always remember that the site is on an island about a mile out in the middle of Toronto Harbour. Access to the site is extremely limited, causing additional construction constraints.

Finally, in December of 1986, the project was completed.

The CJCL engineering staff grew over these difficult years and station engineer Jack Lowe contributed endless days and nights to the project. A new director of engineering for CJCL, Wally Lennox, was added in July of 1986 to spearhead completion of the project.

We believe the project was an engineering first. Incredible obstacles were overcome in all fields of endeavor to achieve a transmission plant of which CJCL could be proud. Environmentally, the site remained in its original naturalist state, with botanical management improvements developed as a result of the project. An ongoing maintenance agreement has been designed by Ecoplans, CJCL and the City.

Cost of the project exceeded \$1,000,000.





## THE PHIL STONE REPORT

### *Preserving the History of Broadcasting* *Ross McCreath of All-Canada*

It could be said that Ross McCreath is an "A" student. "A" for Archives and "A" for All-Canada Radio and Television.

Ross McCreath has been a part of the broadcasting industry for almost 40 years and during that time has given generously of his time as a volunteer worker on the industry's behalf. Today, while busy as vice-president of Representation at Selkirk Communications Limited, he is actively involved with the Canadian Communications Foundation and is its president. (The Foundation's main thrust is to establish archives that will retain the rich history of Canadian broadcasting. It is this writer's pleasant task to conduct many of the interviews with broadcasting pioneers that will be part of the archives.)

When we visited Ross at his Selkirk office where he supervises both All-

Canada and Selkirk's U.S. television rep firm, Seltel, he recalled the beginning of the archives idea.

#### *The Need for a 'Museum of Broadcasting'*

"Back in 1967 Ralph Snelgrove and his committee, as a centennial project, tried to put together a broadcasting museum. They wanted to preserve the history of private broadcasting in Canada and began gathering some early microphones, big transcription discs—all that kind of thing. But since most of the group have retired, the Canadian Communications Foundation, as it was formed in 1967, has moved along at a slow pace. It just moves as fast as someone will push, and I guess that as of now I am the 'pusher'."

The foundation was set up by members of the Canadian Association of Broadcasters and is administered out of the CAB office in Ottawa.

"The intent," Ross said, "was to get information and artifacts for a museum. We have yet to get a space in Ottawa for archives—but that appears to be on the horizon in the next three or four years."

"We are recording interviews with some of the pioneers in broadcasting to preserve their stories about the way radio and television developed in the early days. We'd also like to make copies of the tapes and establish libraries in each of the community colleges across the country, so they would be available to students of broadcasting for reference."

Ross is impressed by the use made of the Museum of Broadcasting in New York. There he has watched people come in to check out the thousands of radio and television tapes on file; "you can get an idea of the strong interest in broadcasting history. The museum charges a small admission fee and provides audio and video machines for viewing or listening. It's amazing how students come in to make use of the programs. Last time I was there, I just stood and watched them go through the files and pick out things they wanted. These students are either writing stories or working on their thesis, and that's what we'd like to have for Canada. Right now, we don't have these facilities."

"In New York, it was Bill Paley of CBS who set up the Museum of Broadcasting.

"It's interesting to note that the museum is closed to the public in the mornings to handle students from the various schools and universities right across the United States. And it's fascinating to see young people pouring in there, going through the files, making notes, booking their time on the machines... just getting the feel of how things developed in broadcasting, how we moved through each decade to where we are today. Some of it is engineering history. Much of it is programming history and how the programs have changed—how both radio and, later, television evolved over the years."

"It is fascinating," Ross added, "to look at some of the old reels of commercials from both radio and television in the New York Museum and compare them to what you see or hear today, to see the development. It is not only broadcasting students who visit the museum and take notes. A lot of journalism classes come in because the people in that area need to know what has transpired in the past and understand what is going on today."

"If we can do that in Canada, we've got a winner. And putting these libraries—perhaps in the name of Murray Brown at Fanshawe College or Ernie Rose out at BCIT, that kind of thing—all across the country, rather than just in Ottawa where a limited number of people can get to it, would be a really sound approach."

The Canadian Communications Foundation has a board of directors under Ross, people he describes as "senior citizens of the broadcasting industry." They include Elmer Hildebrand, Tom Peacock, Robert Elsdon, Doug Kirby, Gary Parkhill, Dr. Noel Murphy, Dennis Fisher and Henri Audet.

"They are quite excited about the idea of archives," said Ross. "The people at the Sound Archives in Ottawa are interested in getting tapes made with some of the senior citizens in broadcasting. It will help them in the design of their space at the National Museum in Ottawa. And the educators are really anxious to get these local libraries set up in their schools."

The gathering of TV tapes or films for the archives, Ross said, would be "more difficult. However, we'd like to do something along the same line, but we need some money to do it. Audio tapes, as we all know, are easy to get at, easy to do, and inexpensive. We want to get

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into video tape eventually, but we're going to need some money for that project and at this point I'm not sure where it will come from."

***A Career of Service to the Industry***

Ross' zeal and enthusiasm for the archives is typical of his widely-recognized, unselfish contribution of time and effort to Canadian broadcasting.

When Ross was chosen winner of the prestigious 1987 Gold Medal Award of the Association of Canadian Advertisers, the accompanying citation read: "For his many years of devoted innovation and selfless, wide-ranging leadership in building Canada's broadcast media into assuming ever-growing responsibilities in audience research, programming and commercial excellence, international recognition, and service to Canadian advertisers and audiences."

It was said of Ross at the time that "he is and could have remained a successful media person. But that is not his style or character. He sought out opportunities to serve. He not only joined the various organizations and associations but he led and guided them. He introduced new responsibilities to be assumed by these organizations. He made them more responsive to the needs they were created to serve."

His record speaks for itself. It includes:

- Chairman of the Television Bureau longer than any other person;
- BBM board member for 16 years, longer than any other individual, serving as director and chairman;
- Director of the Broadcast Executives Society;
- Chairman of the Radio Bureau of Canada;
- Member, sales advisory committee, Canadian Association of Broadcasters;
- President (twice) of the Canadian Association of Broadcast Representatives;
- An initiator of the Radio Commercial Awards;
- A prime mover in the establishment of CanPro, the awards event that recognizes excellence in local TV programming;
- Recipient of the CCBA Ruth Hancock Memorial Award in 1979 as "A Friend of the Industry;"
- Chairman of the 1982 CAB convention.

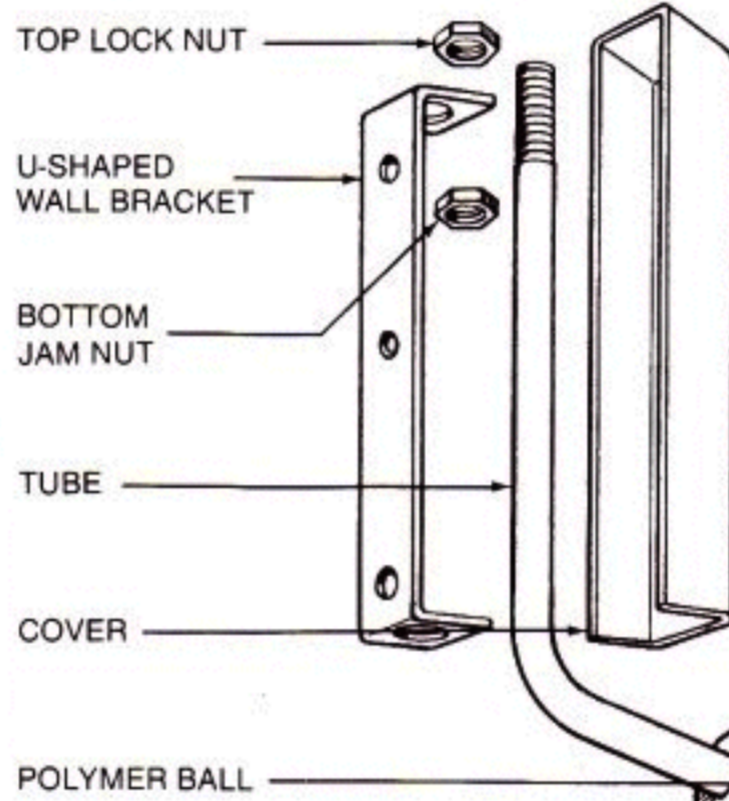
It is also relevant to note that All-Canada, under Ross' guidance, has long been a supporter of industry education. The firm participates in the BES/Ryerson program which enables students from the broadcasting and advertising courses to receive on-the-job training with the company.

It is also interesting to note that alumni of Ross' management have gone on to occupy top positions in the business—Dennis Fitzgerald, Don Smith, Peter Sisam, as examples.

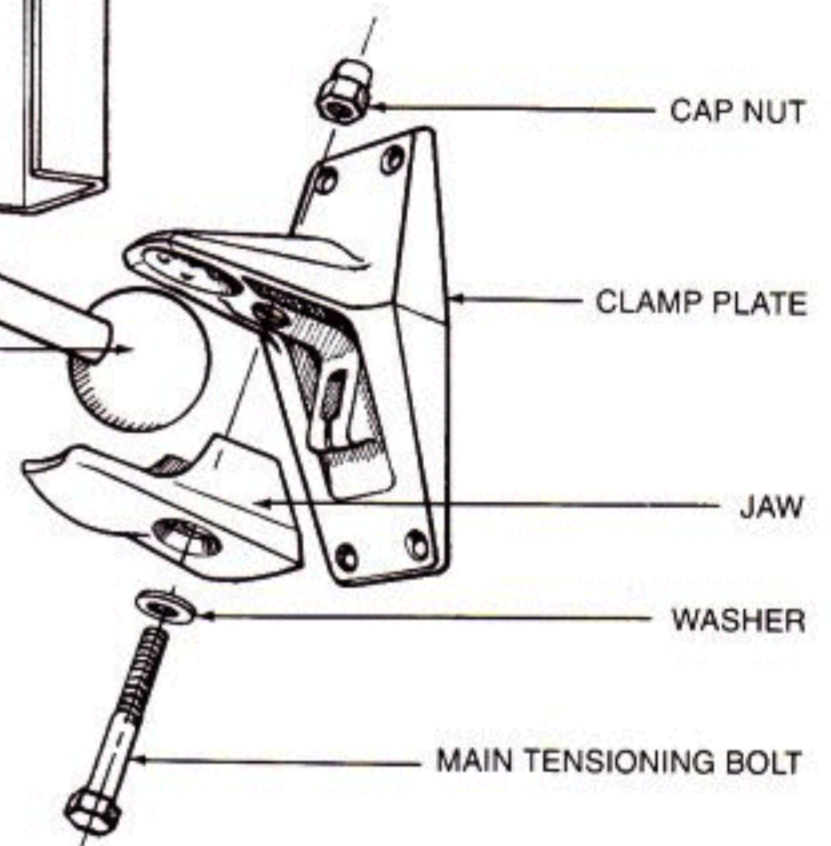
When asked what leads him to give so much of himself, Ross replied: "I guess you get out of anything just exactly what you put into it. And if you're going to be involved in this business—and this business is nothing but people—I've always felt that you have to meet as many people as you can, get to know what makes them tick, and gain from that experience. I spent sixteen years on the board of BBM—two different eight-year segments, and I've been with TvB, RBC, and been chairman of those three bodies... I guess I open my mouth at the wrong time and somebody else puts my foot in

it, I'm not sure. But I always seem to be getting involved with something...

"The Foundation is a good example. I received a booklet about it at one of the CAB conventions and found out there was a Canadian Communications Foundation meeting on Sunday morning. I wondered what it was, went to find out, and found I knew everybody in the room. I just sat back and listened to what was going on and found it very interesting. I became a member, went to another meeting, and when I made a suggestion, they said, 'Fine—you do it!' And here I am today, president. →



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"You just have to look to the future—see where the business has been, and try to direct it in the time ahead. I guess that's the way I've looked at everything along the way."

Ross is proud of his ACA award, which has been presented to only two other broadcasters since it was created in 1941. "It came as something of a surprise. Because I was past chairman of the RBC, they had selected me as one of the judges for the Gold Medal and I thought that was an honor. Then they called me and said, 'We've got a problem, you can't be a judge.' It came as a surprise that I was the winner of this great honor."

**From Show Biz Beginnings  
to the Early Days of TV**

Ross began his career as a copy boy at *The Toronto Star*. When World War II came along, he became part of the Army Show, serving as stage manager of one of the small units that went overseas. In this capacity he worked with such people as the late Denny Vaughan, and with Johnny Wayne and Frank Shuster. He recalls doing 186 shows in 60 days.

After the war, when Ross began to consider the career path he should take, he decided against a theatrical one "because there wasn't that much of it around in those days. 'Well,' I thought, 'maybe the advertising business is closest to it.' So I went around to some advertising agencies and finally landed a job as an office boy at Spitzer and Mills. I guess I was the oldest office boy they'd ever had! I moved through the ranks there and got into the Radio Department under Bill Byles and Ralph Hart, where we did programs like *The Wayne and Shuster Show*, *The Happy Gang*, *Share the Wealth*—all sponsored by Spitzer and Mills clients. After three years at the agency, John Tregale, manager of the Radio Division at All-Canada, asked me to come and work for them. I went, replacing a fellow who went to Quality Records, which was started by a group of the All-Canada people."

Ross encountered many opportunities during his time at All-Canada.

"Things just kept intriguing me. I started at All-Canada in Radio Sales in 1949; we started a Television Division in 1953 and I had the opportunity to move into that. Reo Thompson and myself, and a fellow named John Cameron in Montreal formed the new division. We represented the first four or five privately-owned TV stations that went on the air.

"CBC was, as you know, first on the air with television, in Montreal and Toronto.

"The first private station, CKSO-TV Sudbury, came on in October of 1953, and I believe I sold the first advertising on the station. The test pattern was an 'Indian head' design with some lines shooting out from it, and we superimposed the words 'Admiral Television' under it. I remember standing on the streets of Sudbury with Dennis Olerenshaw of Admiral, looking through store windows—the only places that had TV sets.

"Meanwhile we continued to work with other stations. CFPL-TV London came on in November, CHCH-TV Hamilton was on the air in June of '54, and television has surged forward since then. We started 'the Red Book'—a red binder we supplied to all the agencies. It contained information for advertisers on station rates, market data and coverage map, programming—whatever was available. With the help of the Electronic Manufacturers Association we put out a report every month on television set sales, because there were no ratings in those days—they followed a year or so later."

As television caught on, All-Canada's Red Book and reports on set sales each month "were the main source of information at that time. Then things got more organized as more stations came on the air and other reps got into the business. It was a fascinating time."

From the radio industry's viewpoint, the incursion of television loomed as a threat. But how did the newcomer, television, feel about radio? Did they expect to be so successful?

"It was a slow process," Ross said, "because TV sets were expensive. So TV coverage was limited. As the programs improved, more sets were sold. I guess the thing that happened was this: radio's prime time in the '40s and early '50s was the evening. As television grew in popularity, evening prime time became the property of television. Even popular radio shows—*The Jack Benny Show*, for one—moved to TV. Radio's big evening shows started to disappear, and as they did radio's prime time shifted to the morning. The whole idea of radio changed from programs to time blocks. There was then room for both radio and television.

"The advent of color TV in the mid-'60s was another milestone in the medium's history. However, color television sets were very expensive and were slow to be bought by the general public."

Again Ross and his people kept track, this time of the color television set sales. "But TvB was in play by that time," Ross said, "and it was now an industry affair rather than an individual rep job."

In 1966 All-Canada general manager Reo Thompson died of a heart attack and Ross was appointed to succeed him under Stuart MacKay.

"Selkirk had evolved by that time," said Ross "and Stuart was in charge of Selkirk as well as of All-Canada. In 1972, when Selkirk moved into its own offices, I took over as president of All-Canada. I served that role until February of 1987 when I turned over the reins to Al Butler because I was transferred to head office to be in charge of Selkirk's representation units—All-Canada and Seltel, the U.S. television rep firm."

That brought us up-to-date on Ross McCreath, the man who over 40 years has become such an integral part of broadcasting in the total industry sense. He is particularly enthusiastic about the idea of broadcasting archives keeping alive the history of radio and television throughout the decades.

It is my exciting assignment to conduct interviews in the Toronto area and to arrange with out-of-town people to be interviewed on their own home turf. If you are a 20, 30, 40, 50, or 60-year veteran of radio and/or television, who would like to be included in the sound history of broadcasting, let me know by mail to the address at the bottom of this article.

Ross McCreath would like that. It would help him carry out still another major effort on behalf of the industry that has meant so much to his life.

*Phil Stone is a well-known broadcaster, writer and educator, whose Phil Stone Report and Broadcast Beat are regular features of Broadcast Technology. Phil's address is 2350 Bridletowne Circle, #1601, Scarborough, ON, M1W 3E6; telephone (416) 492-8115.*

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# BROADCAST BEAT

by Phil Stone

**Patricia Raddey**, who had been senior program organizer and assistant to the assignment editor at CFTO-TV, has joined Canada News-Wire as client services rep. She replaces **Brian Graham**, promoted to manager Atlantic Canada to open the company's new Halifax office. Also at CNW, **John Mitchell** has been promoted to director Prairie Region and **Chandra N. Teeluck** to vice-president Technical Services based in Toronto... At last count we understand that **Prior Smith** had 34 Florida stations carrying his radio news service to Canadians living or vacationing in the warm climes... We're told to expect CHUM Ltd., to again apply to the CRTC for an FM license in Vancouver to go along with its AMer there, C-FUN. It will be CHUM's fourth try at convincing the regulators, having been turned down three previous times... **John Rourke** left Westwood One Canada where he'd been VP Sales to go with Pillar-Ad, Toronto, as national sales supervisor... It's called a tiny independent homeland in Africa. It's name is Bophuthatswana and it does have a national television network. The name? Bop-TV... After his many years of sports broadcasting, CHML's legendary **Perc Allen** has retired... **Guy Cote**, who left his position as television reporter for Radio Canada to become Ontario Premier **David Peterson's** deputy press secretary, was promoted to press secretary and director of communications in the Premier's office... Morning matters: MuchMusic veejay **Steve Anthony** became host of the breakfast show at CFNY-FM, and **Don**

**Daynard** took over at CHFI-FM... **Charles D'Amour** who some broadcasters will remember as chairman of The Canadian Press in 1983 and 1984, died of cancer at age 61... Among the directors of Vision TV, the new planned cable service, is **Ran Ide**, founder of TVOntario... Sudbury's **Alex Trebek** is not only host of the successful TV game show, *Jeopardy*, he also hosts *Classic Concentration*, another popular game program... **Carroll O'Connor**, who rose to fame in *All In The Family* hopes to make a comeback in a new TV series based on the film, *In The Heat Of The Night*... **Gabe Kaplan**, who became a star in *Welcome Back, Kotter*, told the *Toronto Star's Mitchell Smyth* that he has generally dealt himself out of acting in favor of his great love—poker. Apparently, Kaplin travels the world looking for big poker games...

**Joan Donaldson** was named to head CBC-TV's new 24-hour news and information channel, scheduled to come on air September 1st. Donaldson had been co-ordinator of regional programming for CBC's TV news and current affairs departments. In addition she has also been in charge of news coverage for the Corporation's supertime and latenight news programs across Canada... Among the founders of Radio York at York University, which is now broadcasting to Metro Toronto as CHRY-FM, are **Steve Harris**, VP, Maclean-Hunter Broadcasting, and **Jamie Crookston** operations manager, CKFM... Quote from the Federation of Women Teachers' Association of Ontario *FWTAO Newsletter*: "Our students will have seen, on average, 15,000 hours of TV by the time they complete their secondary education." It said that elementary school children spend, on average, 25 hours a week watching TV during a normal school week... Interesting to learn that **Doug Bassett**, president and CEO of Baton Broadcasting, was the first non-Catholic to chair the Emmett Cardinal Carter Fund-Raising Dinner in Toronto. Doug received the highest award given by the Pope to a non-Catholic, the *pro ecclesiastica pontifica* cross... **William Shelder** began a career as a TV, stage and screen actor after retiring from his position as a Metro Toronto department engineer at age 70. He had cameo roles in such features as *King of Kensington*, and CBC's *Jalna* mini-series. He passed away at age 89... **Keith Morrisison**, who left *The Journal* to go to work for NBC's Los Angeles TV outlet and was originally seen on the 5 p.m. and 11 p.m. newscasts as the anchor, lost the former in a station switchover, due apparently to falling ratings... The Canadian Olympic Committee hired CBC-TV variety executive **Paddy Sampson** to supervise the opening and closing ceremonies at the Calgary games in February... We have a clipping from the *Globe and Mail* in which tribute was paid to CKVR-TV Barrie. Among other matters it called the station a training ground for major-league talent. It cited "Broadcast veterans such as **Bob McLean**, entertainer **Alan Hamel**, sportscaster **Dan Matheson**, *The Journal's* **Susan Harada**, and news anchor **Christine Bentley**." This group is said to be representative of more than 30 TV journalists who have polished their skills at CKVR before going on to major markets across the country...

**Kurt Swinton**, the radio engineer who became an RCA Victor VP among other executive postings with organizations such as Encyclopedia Britannica and Carlson Marketing, died at age 72... **Jimmy Pattison**, the colorful broadcaster and entrepreneur whose holdings include automotive retailing, sign manufacturing and leasing, supermarkets, magazine distribution plus a bank

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in Switzerland, is the subject of an autobiography written with **Paul Grescoe** and on the book stalls as *Jimmy...* CARS is the acronym for a new broadcasting group. It stands for Canadian Association of Radio Syndicators... **W. Allan Bonner**, who spent 17 years in radio and TV journalism, broadcast management and political offices, is running his own communications consulting firm in Toronto. He holds an M.A. in Political Economy from York University. Another Masters of Arts from that university, this time in Sociology, is **Nancy Durham** who chiefly writes radio programs for the CBC and BBC as well as Canadian and British publications... Congratulations to **Andre Chagnon**, president of Le Groupe Vidéotron, who was honored by the Canadian Film and Television Association for his commitment to Canadian content and independent production in television entertainment. Also applause to North Eastern Cablevision Ltd., and Cable Regina, award winners at the Saskatchewan Film and Video Showcase... **Howard Bernstein**, who'd been chief of CBLT news, joined **Alex Frame** at CBC Radio's *Sunday Morning* program...

Have a story we heard: In Montréal, an engineer listening to his station noticed the sound was rather muddy. Being a dedicated engineer, he went out to the transmitter site to see if anything was wrong. The transmitter itself was fine, but he noticed that one of the three towers was registering zero power. A visit to the equipment hut at the bottom of the tower revealed the problem. Someone had climbed the fence around the site, broken down the door of the hut, and stolen the capacitor! The thief was either very ignorant or very courageous because he didn't shut down the power and risked electrocution by simply yanking out the capacitor. It cost the station \$1,000 to replace the capacitor. It is believed the thief was either a kid who found the capacitor was the only thing he could carry off or a ham

radio fanatic who knew exactly what he was doing and is now speaking nightly to friends in far-off lands...

During a visit to CJCL Toronto to interview **Doug Ackhurst** and **Jim Kidd** for the broadcasting archives, had the opportunity to tour the stations new quarters at 40 Holly Street. Doug took us on the tour and we were most impressed with the handsome layout, particularly the abundance of windows which gave everything a bright look. We learned that **Bill Walker** has two sons at the station—**Scott**, an announcer, and **Steve**, an operator, and that **Barry Nesbitt** has formally retired. We also ran into **Bob Conway**, one of our early Humber students who now is assistant news editor... **William Neville**, described in the *Globe and Mail* as "one of the Conservative party's most prominent organizers," was appointed to the board of directors of the Canadian Broadcasting Corporation. Also appointed were Québec City lawyer, **Michel Doyon**, and **Carolyn Tavender**, who chairs the board of the Banff Centre and is a member of the Calgary Association of Architects... Turner Broadcasting added to its stockpile of classic films with the acquisition of exclusive world-wide rights to 800 movies produced by RKO Pictures, Inc. The package includes *Citizen Kane* and *King Kong*... CBC's weekly radio science show, *Quirks and Quacks* won the Electronic Media Award from the Health Care Public Relations Association of Canada...

At the Television Bureau of Canada (TvB), **Donald Smith**, president of BCTV, is chairman and **Cameron Fellman** continues as president. Other executive officers include: **Dennis Fitzgerald**, VP and GM, CITY-TV—vice-chairman; **Dennis Lacroix**, president, Paul L'Anglis/Tele-Metropole—vice-chairman; **Karl Steeves**, assistant GM, TV Sales, CBC-TV—secretary-treasurer. Directors include **Donald Smith**; **Dennis Fitz-Gerald**; **Dennis Lacroix**; **William Cox**, president, Glen-Warren Broadcast Sales; **Robert Elsdon**, president, CFPL Broadcasting, London, Ontario; **Jack Little**, station manager, CFRN-TV, Edmonton; **Jack Ruttle**, president, CHEX-TV, Peterborough, Ontario; **Peter Sisam**, VP, Marketing, CTV Television Network; **Rudy Stefanik**, VP, Sales, CFCF-TV and CFJP-TV, Montréal; and **Cameron Fellman**...

With **Syd Kessler** and **Mike Ramsay** as session leaders, the Radio Bureau of Canada is holding a one-day seminar in Toronto for junior copywriters seeking instructional background in writing radio. Date is April 12th and either **Carol Weir** or **Jon DeForest** at RBC can supply details... **Don Chevrier** has resigned to handle the Blue Jay's play-by-play on CTV for the 12th consecutive season... **Howard Gross** was named VP and GM of Standard Broadcasting Ltd.'s radio syndication division, St. Clair/Showcom. He'd formerly been with Seltech Ltd., a satellite communications firm which distributes audio programming to radio stations... **Kathleen Tynan**, who has written a biography of her late husband, the controversial British theatre critic and creator of the spicy review, *Oh, Calcutta!*, **Kenneth Tynan**, is a daughter of the late **Matthew Halton** and sister of CBC-TV's chief political correspondent, **David Halton**... Canadian radio spots aimed for entry in the 28th annual International Broadcasting Awards will be screened by a panel set up by RBC's **Carol Weir**. Sponsored by the Hollywood Radio and Television Society, the awards are to be given out March 15th... Selkirk Communications has sold its 50 per cent interest in Greater Winnipeg Cablevision Ltd., to Cablecasting (Manitoba) which holds the other 50 per cent and is a company wholly owned by **David Graham**... **Paul Chato**, leader of The Frantics, became an assistant to **Ivan Fecan**, CBC-TV's program director, in the network's situation comedy development department... A buyout of minority shareholders gave **Clint Forester**, the founder, president and GM of Saskatoon Television Ltd., complete ownership of the company...

Radio-Canada Television opened a new Marketing Group with well-known broadcasting figure **Robert Lauzon** as manager...

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Note to **Elmer Hildebrand**: Thanks for the note advising that the 54th Annual Western Association of Broadcasters Convention will be held June 5-8 at Jasper Park Lodge... **Orval Fruitman**, who had been senior VP of distribution and acquisitions for Cineplex Odeon Films, became president of Brightstar Distribution, Toronto, a newly-created division of Brightstar Films. Fruitman will oversee world-wide sales of Brightstar Films' production for theatrical, home video, television and cable among other responsibilities... **Sheelagh Whittaker**, VP Planning and Corporate Affairs at the CBC, left to return to a private consulting career... **Ed Cowell**, the Environment Canada meteorologist formerly employed by CBM Montréal, joined CJAD as week-day weatherman. He succeeded **Bill Haldiman** who is now heard on the station's weekend programs... **Ralph Lockwood**, the well-known Montréal breakfast show host, parted company with CKGM... **Jim Byrd** replaced **Alex Frame** at PD at CBLT Toronto. Byrd had previously been director of TV for CBNT St. John's, Newfoundland. Another new face at CBLT is **Slawko Klymkiw**, a producer of news and current affairs. He came to Toronto from Winnipeg's CBWT news where he'd been executive producer of the supper series, *24 Hours*...

Congratulations to **Ernie Coombs**, host of the popular children's program *Mr. Dressup*, which has marked its 20th anniversary on air... **Ron Keast**, chairman of Radio Television Arts at Ryerson, officially takes over leadership of Vision TV this summer... **Brian Slaight**, one of Thomson Newspaper's top people, is a brother of Standard Broadcasting's **Allan Slaight**... Britain's Channel 4 TV network bought the Canadian comedy series *On The Floor*... **Gary Greenway**, who manages CBC Television's National Spot Sales Division, appointed **Jade Mah** as manager of Administration. She had previously been with McCann-Erickson... If like this corner you have wondered what

became of **J. Michael Phillips**, you may be interested to hear, as we did, that under his real name of **Marvin Piutti** he is working as a writer at CITY-TV... **Rudi Carter** left CBC Television, where he'd been director of Independent Production, to become VP Information Programming and Special Projects for the Global Television Network... **Vic Chapman** was only 55 when cancer took his life. He'd led an exciting, colorful life which included press secretary to then Prime Minister **Pierre Trudeau**; outstanding professional football player; and sports commentator for CJOH-TV and CTV... Selkirk Communications gave a new position to veteran Hamilton broadcaster **Gary Buss**. He'd been VP and director of Sales and Marketing at CHCH-TV. He is now VP and GM of Niagara Ventures, a new division of Niagara Television... The *Toronto Star* carried an article on Canadian **R.A. Fessenden**, *The Canadian Genius Who Gave Radio Its Voice* by free-lance broadcaster **Bud Riley**. It gave credit to Fessenden as the man whose spoken words were the first ever transmitted without wires. That was December 23, 1900, almost exactly a year before Marconi... We had several contacts with **Real Therrien**, the CRTC vice-chairman who died at 61 of complications following a heart attack, and found him always to be warm, friendly and helpful. He was one of the founding members of the Commission and contributed much to its operation...

The CBC's decision to rerun the highly successful *King of Kensington* starring **Al Waxman** each afternoon, is for a six month run. Waxman's wife, **Sara**, by the way, was re-appointed a vice-chairman of the Ontario Film Review Board, this time for two years..

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## people in the news

• Allsounds Productions—**David Lee** received an Emmy Award for best mixing for his work in the NBC movie *Unnatural Causes*.

• Broadcast Electronics Inc.—**John A. Burtle** promoted from director to vice-president of product management.

• Canadian Film and Television Association—new board of directors includes: **John Ross**, chairman; **Sam Jephcott**, president; **Ian McDougall**, vice-chairman, production; **Stephen Ellis**, vice-chairman, distribution; **Jerry Zaludek**, vice-chairman, services; **Sanderson Layng**, treasurer; and **Eleanor Olmstead**, secretary. Regional directors include: **Christian Bruyere**, B.C.; **Helene White**, Alta.; **Louis-George Tetreault**, Que.; **Merit Jensen**, Man.; and **Christopher Zimmer**, Atlantic Region. Directors at large include **Marilyn Belec**, **Peter Geuetsen**, **Ronald Lillie**, and **Peter Sussman**.

• CFRB Toronto—**Jeffrey Neil Fraser** named account executive.

• CHAM Hamilton—**Rob Brown** named production director and swing announcer

replacing **Roger Duck** who has left the station. Creative director **Kelly Holroyd** has also left the station.

• CHNR Simcoe—**Paul Irvine** has joined the news department. Paul was previously with CKNX Wingham.

• Canadian Home Shopping Network—**Simon P. Dean** appointed president and chief operating officer, responsible for day-to-day operations. He reports directly to John Goldberg, CHSN chairman and CEO, who had been acting president

• CJCL Toronto—**Patrick Hurley**, formerly sales manager at CFRB, named general sales manager. **Ken Whitelock** has also joined the sales department. And former CJCL General Sales Manager **Bob Johnson** has been named general manager, Telemedia Ontario Vacationland stations – CFOR Orillia, CKMP Midland and the new Muskoka FM station.

• CKO—recent appointments include **Peter Jackman** to executive vice-president/general manager, the senior executive in charge of day-to-day operations; **Taylor Parnaby** to president of Newsradio; **Jim Connell** to program

director, CKO network; and **Robert Keegan** to vice-president, finance and administration.

• Comfort Sound—**Russ Walker**, formerly with Sound Design and Pyramid Sound, named engineer.

• Instrument Rentals—recent appointments at the Mississauga office include **Grant Farrow** to sales representative and **Kevin Cooper** to inside sales rep.

• Knowledge Network, Vancouver—**Ron Harrington**, previously manager of operations, promoted to director, operations.

• Lenbrook Industries—recent appointments include **Gordon Simmonds** to vice-president, marketing; **Patrick McKeever** to manager, audio/visual department; and **Paul Pulkys** to central Ontario sales representative.

• Mobile Image—**Wilson Markle**, president, was honoured by the City of Toronto for his development of colorization, the process of changing black and white movies to color.

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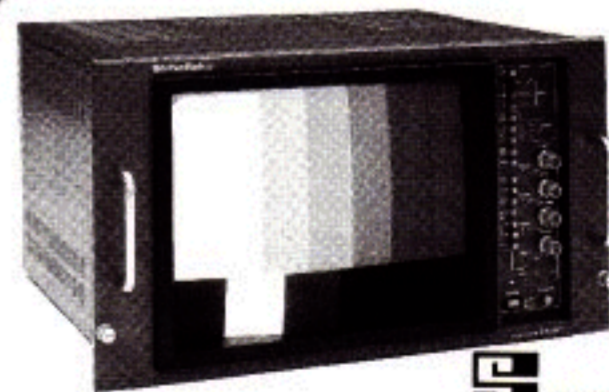
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• NAB—**Thomas Keller** named chief scientist for the Broadcast Technology Centre. Replacing Keller as acting head, and named vice-president of the science/technology department, is **Michael Rau**.

• RBC—recent appointments include **Jon De Forest** to president and **Linda McErlain** to account executive, chain and local retail. De Forest was a founding partner and vice-president of client services and the principle influence in new business planning for a Canadian ad agency.

RBC's 1987/88 board of directors includes: **John Wright**, CKLC/CFLY-FM Kingston, Ont.—chairman; **Lee Hambleton**, CKGM/CHOW-FM Montréal—vice-chairman; **Elmer Hildebrand**, Golden West Broadcasting, Altona, Man.—secretary/treasurer; **Vern Traill**, CHED Edmonton, ex-officio; **Walter Machny**, CFAC Calgary; **John Huschi**, CKRM/CFMQ-FM Regina; and **Roy Publicover**, CKCL/CKTO-FM Truro, N.S. Directors elected for a 2-year term are **Gilles Alain**, Telemedia/Opex, Montréal; **Dave Lyman**, CKEY Toronto; **John Gorman**, All-Canada Radio and Television; **Don Kay**, CKY/CITI-FM Winnipeg; **Gary Milne**, CHWK Chilliwack, B.C.; and **Noel Hullah**, CHQM/CHQM-FM Vancouver.

• Ryerson Polytechnical—teaching in the broadcast journalism department are **Peter Mansbridge**, of CBC's *The National* and *The Journal*; **Bob Culbert**, senior editor, *The Journal*; and **Denis McVarish**, former head of CBC-TV news, Edmonton.

• Selkirk Communications—recent appointments include: **Jim Mercer** to vice-president engineering; **J. Robert Lennon** to vice-president, information; **Reg MacGuire** to vice-president, production; **Neil MacLean** to vice-president, finance; **John Best** to vice-president, news and public affairs; **Rose Stricker** to vice-president, public relations; **Larry**

IN MEMORIAM

**Real Therrien**, vice-chairman of the Canadian Radio-Television and Telecommunications Commission, died suddenly Dec. 21 from complications following a heart attack. He was 61. Born in the Eastern Townships of Quebec, Mr. Therrien was a graduate in arts and engineering from the Universities of Laval and Ottawa. He worked as an engineer both in telecommunications and in broadcasting and was director of Telelobe Canada from 1965 to 1968. Mr. Therrien had been a member of the CRTC from its inception, being first appointed to the commission on April 1, 1968. He became vice-chairman in 1980.

**Schnurr** to vice-president, programming; and **Shari Ferris** to vice-president, sales.

• SMPTE—officers/governors elected for the 1988-89 term include: **Stanley Baron**, NBC, Inc.—engineering vice-president; **Blaine Baker**, MPL Film and Video—conference vice-president; **Irwin Young**, Du Art Film Labs—sections vice-president; and **Stephen Kerman**, Tektronix, Inc.—financial vice-president.

• Specialty Video Productions—**Ruth Adams**, formerly with CKNW New Westminster and CKWX Vancouver, appointed sales rep (Vancouver, BC).

• Stacey, Lawson Associates Ltd.—**Robert Lawson** is the new partner with the company, formerly called Wayne A. Stacey and Associates. The new company has expanded into services for the media industry, particularly broadcast and communications engineering fields.

• Tele-Radio Systems—recent appointments include **Hank Blonski** to regional sales rep, Ontario; and **Real Pedneault** to regional sales rep, Eastern Canada.

• Zaza Sound—**Corby Luke**, previously with Comfort Sound, named engineer.

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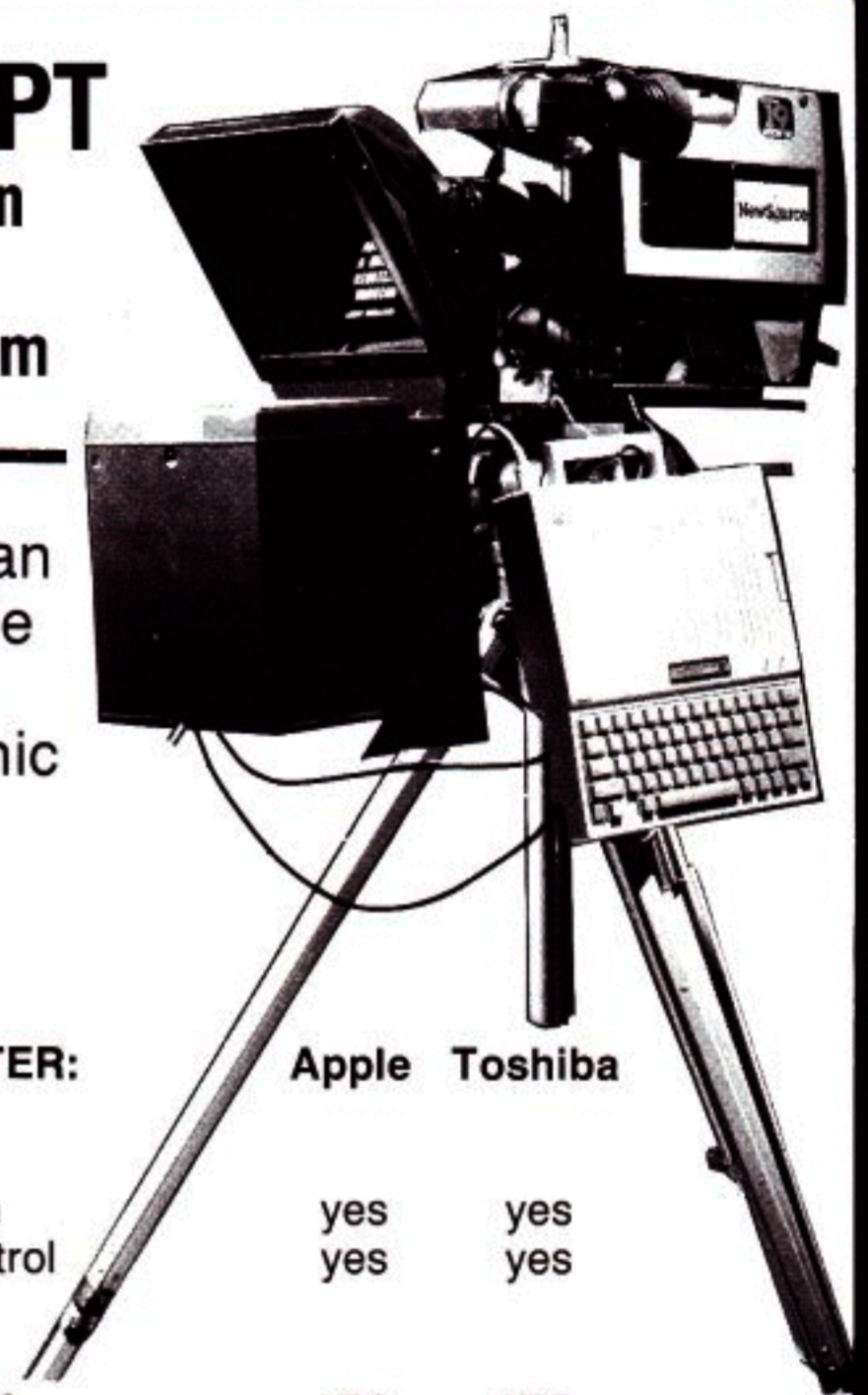
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